

# The Media Audit

## NEWS RELEASE

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## New Research Shows Local Newspaper Websites Still Dominate Metro Markets

Houston – (3/29/05) – Local newspapers have the leading websites in 74 of the 81 metropolitan markets surveyed regularly by The Media Audit. TV station websites have the largest audience in five markets and websites operated by a combination of TV station and local newspaper lead in two markets.

“Newspapers still dominate as they did the last time we assembled this data in 2001 but beyond that the picture has changed substantially,” says Bob Jordan, president of International Demographics, Inc., a market research firm that produces The Media Audit.

In 2001, 30 daily newspapers and four TV stations had attracted to their websites more than 20 percent of the adults in their immediate market. “Today, 55 newspapers and seven TV stations attract 20 percent or more of the adults in their markets,” says Jordan.

### The Washington Post & WRAL-TV

For several years The Media Audit data has shown the Washington Post to have the most successful “local” newspaper website among the markets surveyed. “The Post is still number one with a rating of 40.5 percent,” says Jordan, “But, now it has a competitor.”

Following the Post is WRAL-TV which serves the Raleigh-Durham market and has succeeded in attracting 39.0 percent of the adults in its immediate market to its website.

“WRAL-TV, KUSA-TV in Denver, KXAS-TV in Dallas, KTHV-TV in Little Rock and some others make it clear that newspapers are not going to *‘automatically’* dominate any market. We still believe that content is the primary draw of a website but we can’t ignore the marketing pull of TV. If a newspaper promotes its website only in its newspaper, we believe, an aggressive TV station website can draw a larger adult audience.”

In some markets where newspaper websites lead, a local TV station is running a very close second. In Columbia, SC, The State newspaper website attracts 22.0 percent of adults but WIS-TV draws 21.2. The Detroit News website leads with 16.9 but WDIV-TV attracts 16.1 percent.

## Some Encouraging TV Stats

“The report is not lacking in encouraging TV stats,” says Jordan. “In Denver, the very aggressive Rocky Mountain News and Denver Post websites are battling for *‘second’* place in the market behind KUSA-TV. In the Raleigh-Durham market WRAL-TV which ranks second among all 898 websites in our report must battle for market share with the very aggressive and highly regarded News-Observer. The News-Observer ranks 17 among the 898 websites.”

Of the 898 websites surveyed (newspapers, alternative news weeklies and TV) in the current report, 236 attracted 10 percent or more of the adults in their immediate market. Of the 236, 117 were TV stations. Only one newsweekly, The Austin Chronicle, attracted 10 percent or more.

## The Data Source

The Media Audit, a syndicated media ratings service currently covering more than 80 metropolitan markets, provides qualitative data for media websites as well as for traditional media.

Traditional media – print, broadcast and outdoor – have used The Media Audit data in sales, marketing and management for more than 34 years. In 1998, the survey started providing data on local media websites. The surveys now contain more than 400 fields of qualitative information in addition to quantitative measurements of local web audiences.

Note: If you would like to periodically receive news releases containing market survey data from The Media Audit, please contact us by email ([info@TheMediaAudit.com](mailto:info@TheMediaAudit.com)) and leave your name, title, company affiliation and email address.